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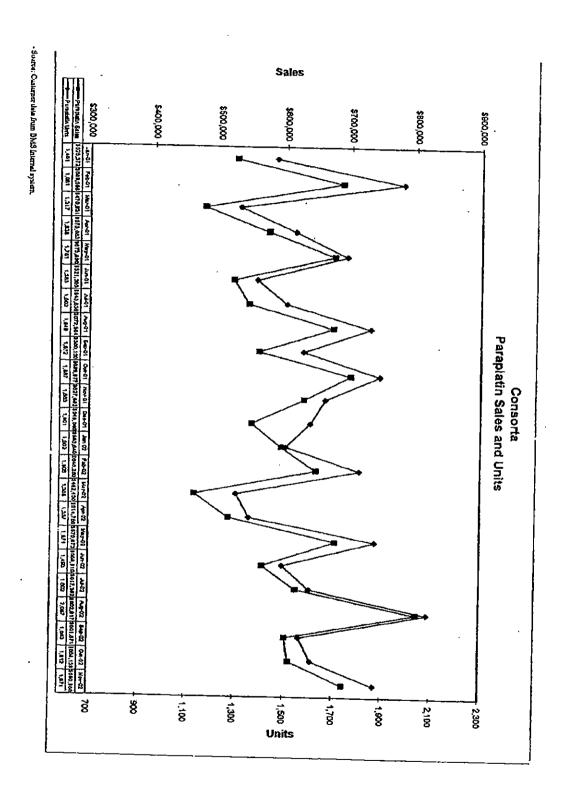
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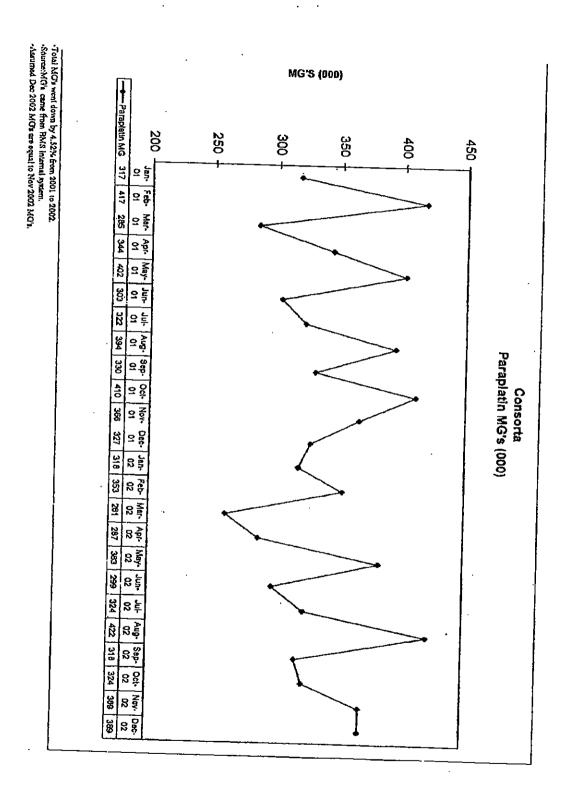
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MUTAMYCIN 20MG W/CYTOGÜARD (0: MUTAMYCIN 40MG VIAL (0: MUTAMYCIN FOR IN 1 VL (0: MUTAMYCIN FOR IN 1 VL	MESNEX MULTIDOSE 1G VI	TDOSE VIAL		_		٥	MEGACE O.S. 40MGML	MEGACE O.S. 40MG/ML	LYSODREN TABLETS 500MG	LYSODREN TABLETS 500MG	IFEX MESNEX (3G IFEX/1G MES)	TEX 5X1GM/MESNEX 3X1GM VL	0X1GM VL		ETOPOPHOS 100MG VIAL	CYTOXAN TABS 50MG	CYTOXAN TABS 50MG	CYTOXAN TABS 25MG		L		_	Ē	CYTOXAN LYOPH 50 VL (500MG)		BLENOXANE INJ 15 UNIT VHA			<u>.</u>	
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Owen Healthcare, Inc. (Bid #196232) 1330 Enclave Parkway, Houston, TX 77077

\*Applies to Paraplatin only:

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	19,646 (175) 19,295	2,067 (43)	_	18,637 19,174	3,862 4,413	257,435	135,499	18,361	10,626	11,171	13,330	2,418	2.489	3,970	35,090	8,485	32,256	58,562	(244)	162.900	Sales	2002 Contract
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229,690	38,766		2,023	37,812	8,275		497,609	18,361	10,626			-	29.408				88,587		1	221 218	Total Sales	2002 Contract

40		e٥	43,877							
	6,100	€9	677	94.5%	9.00	S	94.5%	9.04	ક્ક	94.5%
	67,243	649	11,207	94.5%	6,00	49	94.5%	6.00	<del>5/3</del>	94.5%
	11,250	649	375	94.7%	28.22	69	94.7%	28.22	69	94.4%
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-	L		PREMIER	CURRENT CONT	RACTS	
NDC#	∐ST#	DESCRIPTION	INIT ODG			
	301097	BLENOXANE INJ 15 UNIT VL	UNIT PRC	Effective Date	Exp Date	Unit Price
00015301020 o	306301	BLENOXANE INJ 30 UNIT VL	100.000	07/14/2000	12/31/2002	100.000
00015306301 o		HYDREA CAPS 500MG	178.000	07/19/2000	12/31/2002 .	178.000
00087081941 o		IFEX 10X1GM/MESNEX 10X1GM VL	51.000	03/19/1999	12/31/2002	51.000
00087081944 o		IFEX 1G 1X1 VIAL	1800:000	08/08/2002	12/31/2002	1800.000
00087081841 o		IFEX 3GM	60,000	09/27/2002	12/31/2002	60.000
		FIFEX 5X1GM/MESNEX 3X1GM VL	162.000	09/27/2002	12/31/2002	162.000
00087082232 o	356415	FEX MESNEX (3G IFEX/1G MES)	000.000	08/06/2002	12/31/2002	000.008
00087082233 o		MEGACE TABS 20MG	1190.000	08/06/2002	12/31/2002	- 1190.000-
00072685004 o		· MEGACE TABS 20MG	19.000	07/01/1998	12/31/2002	19.000
5977274904 o		MUTAMYCIN 40MG	23,600	05/25/2000	12/31/2002	23.600
5977274902 o		MUTAMYCIN FOR INJ 20MG	246.400	03/19/1999	12/31/2002	246,400
5977274973 o	300220	MULTARACIA FOR INT STAG	89.400	03/21 <i>/</i> 2002	12/31/2002	89.400
5977274971 o		MUTAMYCIN FOR INJ 5MG	29.800	03/21/2002	12/31/2002	29.800
		PARAPLATIN 1X150MG LYO VL		09/09/2002	12/31/2002	339,170
5977274924 o	221220	PARAPLATIN 1X450MG LYO VL	1017.530	09/09/2002	12/31/2002	1017.530
5977274922 o		PARAPLATIN 50MG LYOPHILIZ	113.070	09/09/2002	12/31/2002	113.070
5977274933 o		PLATINOL AQ INJ 100MG/VIAL	347.240	11/29/1999	12/31/2002	347.240
	322097	PLATINOL AQ INJ 50MG/VIAL	173.630	11/29/1999	12/31/2002	173.630
5077274044	333297 347630	RUBEX 50MG LYOPHILIZED	25,000	03/19/1999	12/31/2002	25.000
00087772060 o	247030	TAXOL 100MG INJ MULTIDOSE	120.000	10/26/2002	12/31/2002	120.000
00087772150 o	347530	TAXOL 300MG/50ML VIAL	360.000	10/26/2002	12/31/2002	360.000
00007772300 0	347000	TAXOL 30MG INJ MULTIDOSE VEPESID 1GM/50ML	36.000	10/26/2002	12/31/2002	36,000
D 771862 o	200220	VEPESID 1GM/50ML VEPESID 500MG	60.000	10/19/1999	12/31/2002	60.000
00087771962 o	300505	VEDECID IN ACCOUNT	30.000	10/19/1999	12/31/2002	30.000
00087771840 o	309330	VEPESID INJ 100MG/5ML	.6 <b>.000</b>	10/19/1999	12/31/2002	6.000
00087771864	695004	VEPESID INJ 150MG/7.5ML	9.000	10/19/1999	12/31/2002	9.000
00087771940	772060	CAPITROL SHAMPOO 4 OZ. CEFZIL 250MG TABS >	15.08D	07/01/1998	12/31/2002	15,080
00087771964	772450	CEFZIL 500MG TABS	311.730	01/01/2002	12/31/2002	311,730
57783360281	772160	CEFZIL 500MG TABS	321.890	01/01/2002	12/31/2002	321.890
00015054741	774862	CEFZIL O/S 125MG/5ML	634.980	01/01/2002	12/31/2002	634.980
00015053941	771062	CEFZIL O/S 125MG/5ML	22.390	01/01/2002	12/31/2002	22.390
00015054841	771940	CEFZIL OS 125MG/5ML	40.890	01/01/2002	12/31/2002	40.890
00015054641	771864	CEFZIL OS 125MG/5ML	15.000	01/01/2002	12/31/2002	15.000
00015054941	7710 <i>4</i> 0	CEFZIL OS 125MG/5ML CEFZIL OS 250 MG/5ML	29.790	01/01/2002	12/31/2002	29.790
00072620345	7710AA	CEFZIL OS 250 MG/5ML CEFZIL OS 250MG 100ML	27.820	01/01/2002	12/31/2002	27.820
00072600345	028008	DOVONEY CORAM COOM	53.970	01/01/2002	12/31/2002	53.970
D0072610345	254006	DOVONEX CREAM 80GM TUBE	89.170	01/01/2002	12/31/2002	89.170
00072200004	116006	DOVONEX CINTMENT .005% 60GM	89.170	01/01/2002	12/31/2002	89.170
00072872101	UCVOVI	DOVONEX SCALP SOL 60ML BT KENALOG-10 INJECTION	77.94D	01/01/2002	12/31/2002	77.940
00072672103	07372U	KENALOG-10 INJECTION	3.540	07/01/2000	12/31/2002	3,540
00072662101	020000	KENALOG-40 INJECTION	4.090	07/01/2000	12/31/2002	4.090
00072662103	020320	KENALOG-40 INJECTION KENALOG-40 INJECTION	14.000	07/01/2000	12/31/2002	14.000
D0072700005	571200	LAC PODDIA 400 LOTION	32.580	07/01/2000	12/31/2002	32.580
D0072690505	571214	LAC-HYDRIN 12% LOTION NQ	31,670	01/01/2002	12/31/2002	31.670
00072026010	572020	LAC-HYDRIN 12% LOTION NQ	49.850	01/01/2002	12/31/2002	49.850
	015846	LAC-HYDRIN CREAM 280GM TB	33.160	01/01/2002	12/31/2002	33,160
	015090 01500£	MONOPRIL 10MG TAB	76.970	01/01/2002	12/31/2002	76.970
	013000	MONOPRIL 10MG TABS	855.280	01/01/2002	12/31/2002	855.28D

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	<u> </u>	<del></del>	PREMIER	<b>CURRENT CON</b>	TRACTS	
NDC#	LIST #	DESCRIPTION				
00072254006	060942	MONOPRIL 20MG TAB 90S BOT	UNIT PRC	Effective Date	Exp Date	Unit Price
00072116006	060985	MONOPRIL 20MG TABS	76.970	01/01/2002	12/31/2002	76,970
00072760303	060945	MONOPRIL 20MG TABS UNI	855.280	01/01/2002	12/31/2002	855.280
00072210360	120213	MONOPRIL TABS 40MG	91.5 <u>2</u> 0	01/01/2002	12/31/2002	91,520
00072220316	517875	PRAVA TB 20MG 1000 R-MASS	76.970	- NO NEOGE	12/31/2002	76.970
00072220360	515405	PRAVA TBS 10MG RED MASS	2041.530	01/01/2002	12/31/2002	2041.530
00072820015	517806	PRAVA TBS 20MG HUD R-MASS	187.700	01/01/2002	12/31/2002	187.700
00072820030	517805	PRAVA TBS 20MG HUD R-MASS PRAVA TBS 20MG RED MASS	207.830	01/01/2002	12/31/2002	207.830
00072820060	519410	PRAVACHOL-RM TB 40MG 90'S	183.710	01/01/2002	12/31/2002	183.710
00087606005	003334	SERZONE 100MG TABS	298.050	01/01/2002	12/31/2002	298.050
00087606010	000201	SERZONE 150MG TABS	68.920	01/01/2002	12/31/2002	68,920
00087607005	003331	SERZONE 15UMG TABS	69.560	01/01/2002	12/31/2002	69.560
00087606313	003331	SERZONE 200MG TABS	70.219	01/01/2002	12/31/2002	70.210
00087606314	009447	SERZONE 250MG TABS	70.860	01/01/2002	12/31/2002	70.880
00087607211	505004	SERZONE 50MG TABS	87.940	01/01/2002	12/31/2002	67 <u>.</u> 940
00007001211	111790	STADOL NS 10/ML 2.5ML*C4	73.090	01/01/2002	12/31/2002	73.090
00087607411	111760	TEQUIN 200MG TB 10X10 BLI	682.270	01/01/2002	12/31/2002	682.270
00087607311	117700	TEQUIN 200MG TB 30 BTL	204.680	01/01/2002	12/31/2002	204.680
00003148215	117760	TEQUIN 400MG TB 100 BLIST	682.270	01/01/2002	12/31/2002	682.270
00003148240	117700	TEQUIN 400MG TB 50 BTL	341.130	01/01/2002	12/31/2002	341.130
00003148220	1///19	TEQUIN TEQPAQ 400MG2X7BLS	91.530	01/01/2002	12/31/2002	91.530
00003148230	140015	ULTRAVATE CREAM .05% 15GM	23.850	01/01/2002	12/31/2002	23.850
P^^93024815	140000	ULTRAVATE CREAM .05% 50GM	57.370	01/01/2002	12/31/2002	57.370
3024840	145050	ULTRAVATE OINT .05% 15GM .	23.850	01/01/2002	12/31/2002	23.850
. 0021010	142020	ULTRAVATE OINT .05% 50GM	57.370	01/01/2002	12/31/2002	57.370
00003024820	420008	BALNETAR 7.5 OZ.		•		
00003024830	081901	BUSPAR 10MG	15.690	01/01/2002	12/31/2002	15.690
00003024915	081904	BUSPAR 10MG	131.280	01/01/2002	12/31/2002	131.280
00003024920	081801	BUSPAR 5MG	638.150	01/01/2002	12/31/2002	638,150
00003149421	081804	BUSPAR 5MG	75.280	01/01/2002	12/31/2002	75.280
00003149431	082232	BUSPAR DIVIDOSE 15MG	365.980	01/01/2002	12/31/2002	365.980
00003083050	082233	BUSPAR DIVIDOSE 15MG	117.690	01/01/2002	12/31/2002	117.690
00015355427	620345	DESQUAM-E GEL 10% 1.50Z	348.000	01/01/2002	12/31/2002	348.000
00015055605	600345	DESQUAM-E GEL 2.5% 1.50Z	11.480	01/01/2002	12/31/2002	11.480
00015055741	610345	DESQUAM-E GEL 5% 1.50Z	10.960	01/01/2002	12/31/2002	10.960
00015355626	200004	DESQUAM-X BAR 10% 3.75OZ	11.270	01/01/2002	12/31/2002	11.270
00015356415	672101	DESQUAM-X GEL 10% 1.50Z	8.740	01/01/2002	12/31/2002	8.740
00003049420	672103	DESQUAM-X GEL 10% 30Z	11.110	01/01/2002	12/31/2002	11.110
D0003029305	662115	DESQUAM-X GEL 5% 1.50Z	19.690	01/01/2002	12/31/2002	19.690
00003029320	662103	DESQUAM-X GEL 5% 3OZ	10.880	01/01/2002	12/31/2002	10.880
00003029328	700005	DESQUAM-X WASH 10% 50Z	19.340	01/01/2002	12/31/2002	19.340
00087076102	690505	DESQUAM-X WASH 5% 50Z	15.280	01/01/2002	12/31/2002	· 15.280 ·
00087077141	760303	ESTAR GEL 30Z TUBE	14.280	01/01/2002	12/31/2002	14.280
00087077142	210360	EURAX CREAM 60GM TUBE	14.770	01/01/2002	12/31/2002	14.770
00087076641	220316	EURAX LOTION 160Z BOTTLE	11.13D	01/01/2002	12/31/2002	11.130
00087076643	220360	EURAX LOTION 60GM BOTTLE	77.270	01/01/2002	12/31/2002	77.270
00087076741	820015	EXELDERM CREAM 1% 15GM	11.870	01/01/2002	12/31/2002	11.870
00087076743	820030	EXELDERM CREAM 1% 30GM	10.470	01/01/2002	12/31/2002	10.470
		- W O'C HAT I'M OOGIN	18.420	01/01/2002	12/31/2002	18.420

			PREMIER	CURRENT CONT	RACTS	
NDC#	LIST#	DESCRIPTION	UNIT PRC	Effective D-4-		
00087075841	820060	EXELDERM CREAM 1% 60GM	30.530	Effective Date	Exp Date	Unit Price
00072571208	606005	GLUCOPHAGE 500MG TABS	64.950	01/01/2002	12/31/2002	30.530
00072571214	606010	GLUCOPHAGE 500MG TABS	324.730	01/01/2002 01/01/2002	12/31/2002	64.95D
00072576004	607005	GLUCOPHAGE 850MG TABS	110.410		12/31/2002	324.730
00072576008	608313	GLUCOPHAGE XR 500MG 100B	57.370	01/01/2002	12/31/2002	110.410
00072573028	607211	GLUCOVANCE 1.25MG TABS		01/01/2002	12/31/2002	57.370
00072640008	607411	GLUCOVANCE 5MG TABS	63.790	03/05/2002	12/31/2002	63.790
00072230001	607311	GLUCOVN TB 2.5MG 1X100 BT	76,090	03/05/2002	12/31/2002	76.090
00003773199	148215	HALOG CREAM 0.1% 15GM	76.090	03/05/2002	12/31/2002	76.090
00015059646	148240	HALOG CREAM 0.1% 240GM	19.220	01/01/2002	12/31/2002	19.220
00015059645	148220	HALOG CREAM 0.1% 30GM	167.070	01/01/2002	12/31/2002	167.070
00015059501	148230	HALOG CREAM 0.1% 60GM	30.880	01/01/2002	12/31/2002	30.880
00015059841	024815	HALOG CINTMENT 0.1% 15GM	52.520	01/01/2002	12/31/2002	52.520
00015356302	024840	HALOG OINTMENT 0.1% 240GM	19.220	01/01/2002	12/31/2002	19.220
00015356303	024820	HALOG OINTMENT 0.1% 30GM	167.070	01/01/2002	12/31/2002	167.070
00087015846	024830	HALOG CINTMENT 0.1% SOGM	30.880	01/01/2002	12/31/2002	30.880
00087015885	024000	HALOG SOLUTION 0.1% 20ML	52,520	01/01/2002	12/31/2002	52.520
00087060942	いたれのかい	HALOG SOLUTION 0.1% 20ML	22.750	01/01/2002	12/31/2002	22.750
00087060985	1/0/21	HALOG-E CREAM 0.1% 30GM	50.990	01/01/2002	12/31/2002	50.990
00087060945	140421	HALOG-E CREAM 0.1% 30GM	30.880	01/01/2002	12/31/2002	30,880
00087120213	076106	K-LYTE 25MEQ TABS ORANGE	52.520	01/01/2002	12/31/2002	52.520
00015305920	077101	K-LYTE DS 50MEQ TABS ORANGE	267.740	01/01/2002	12/31/2002	267.740
00015300220	077101	K-LYTE DS 50MEQ TABS ORANGE	64.330	01/01/2002	12/31/2002	64.330
00 300120	0776601	K-LYTE/CL 25MEQ TB CITRUS	192.980	01/01/2002	12/31/2002	192.980
000v3059320	076603	K-LYTE/CL 25MEQ TB CITRUS	35.750	01/01/2002	12/31/2002	35.750
00003052650	076701	K-LYTE/CL 25MEQ TB FRT PUNCH	113.090	01/01/2002	12/31/2002	113,090
00003052620	076703	K-LYTE/CL 25MEQ TB FRT PUNCH	35.750	01/01/2002	12/31/2002	35.750
00015321430	075801	K-LYTE/CL 50MEQ TABS CITRUS	113.090	01/01/2002	12/31/2002	113,090
D0015321530	576004	LAC-HYDRIN 5 40Z,	64.330	01/01/2002	12/31/2002	64.330
00015321330	576008	LAC-HYDRIN 5 80Z.	4.84D	01/01/2002	12/31/2002	4.840
00072530002	640008	LINDORA 80Z LOT. BTL	8.430	01/01/2002	12/31/2002	8.430
00072530004	230001	LOWILA CAKE 3.750Z CTN	13.000	01/01/2002	12/31/2002	13.000
00072790005	059320	MYCOSTATIN TOP, POWDER	3.100	01/01/2002	12/31/2002	3.100
D0072520D02	052650	NITRAZINE DISP W/4 REFILL	24.410	01/01/2002	12/31/2002	24.410
20072520004	052620	NITRAZINE PAPER W/DISP	81.54D	01/01/2002	12/31/2002	81.54 <b>0</b>
20015322122	530002	PERNOX LEMON 20Z.	24.010	01/01/2002	12/31/2002	24.010
00015322022	530004	PERNOX LEMON 40Z.	8.440	01/01/2002	12/31/2002	8.440
00003517875	790005	PERNOX LOTION 50Z.	13.900	01/01/2002	12/31/2002	13.900
10003515405	520002	PERNOX REG 20Z BOTT	11.560	01/01/2002	12/31/2002	11.580
)0003517806		PERNOX REG 40Z BOTT	8.440	01/01/2002	12/31/2002	8.440
10003517805	480004	SEBUCARE 40Z TOPICAL BTL	13.900	01/01/2002	12/31/2002	13.900
00003519410	800060	STATICIN 1.5% 60ML BOTT	12.810	01/01/2002	12/31/2002	12.810
10015335322	118080	TEQUIN 200MG/100ML 1X BAG	23.630	01/01/2002	12/31/2002	23.630
)0015335222	118180	TEQUIN 400MG/200ML 1X BAG	15.000	01/01/2002	12/31/2002	15,000
0072480004	117980	TEQUIN IV 400GM/40ML 1XVL	31.700	01/01/2002	12/31/2002	31.700
	117880	TEQUIN 200MG/20ML 1X VIAL	31.700	01/01/2002	12/31/2002	31,700
	117710	TEQUIN TEQPAQ 400MG2X7BLS	15.000	01/01/2002	12/31/2002	15.000
0087003231	810015	WESTCORT CREAM .2% 15GM	91.530	01/01/2002	12/31/2002	91.530
	010010	TECTOORT OREAIN .2% TOGM	14.610	01/01/2002	12/31/2002	14.610

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	L		PREMIER	CURRENT CON	TRACTS	<del></del>
NDC# 00087003931	LIST#	DESCRIPTION WESTCOPT OF THE STATE OF THE STA	UNIT PRC	Effective Date	Exp Date	Unit Price
00087003331	810060	WESTCORT CREAM .2% 45GM	30.290	01/01/2002	12/31/2002	30.290
00087004131	798045	WESTCORT CREAM 2% 60GM	36.440	01/01/2002	12/31/2002	36,440
00087003147	780045	WESTCORT OINT .2% 15GM	14.610	01/01/2002	12/31/2002	14.610
00087565041	780000	WESTCORT OINT .2% 45GM	<b>30_2</b> 90	01/01/2002	12/31/2002	30.290
00072800060	7/100/0	WESTCORT OINT .2% 60GM	36.440	01/01/2002	12/31/2002	36.440
00015347630	740070	CEFACLOR 125MG/5ML 150ML	6.600	07/01/200D	12/31/2002	6.600
00015347911	749730	CEFACLOR 125MG/5ML 75ML	3.320	07/01/2000	12/31/2002	3.320
00015347530	749740	CEFACLOR 187MG/5ML 100ML CEFACLOR 187MG/5ML 50ML	6.600	07/01/2000	12/31/2002	6.600
00015111780	749140	CEFACLOR 250MC CAR 4000	3.320	07/01/2000	12/31/2002	3.320
Ó0015111750	749240	CEFACLOR 250MG CAP 100S CEFACLOR 250MG/5ML 150ML	28.000	07/01/2000	12/31/2002	28.000
·00015118080	749220	CEFACLOR 250MG/5ML 75ML	11.970	07/01/2000	12/31/2002	11.970
00015117880	749330	CEFACLOR 375MG/5ML 100ML	6.150	07/01/2000	12/31/2002	6.150
00015117780	749310	CEFACLOR 375MG/5ML 50ML	11.970	07/01/2000	12/31/2002	11.970
00015117760	749440	CEFACLOR 500MG CAP 100S	6.150	07/01/2000	12/31/2002	6.150
00015118180	360281	CLOXACILLIN CAPS 250MG	55.440	07/01/2000	12/31/2002	55.440
00015117980 o	054741	CYTOXAN LYOPH 500MG	6.700	07/01/2000	12/31/2002	6.700
00015117719 o	053941	CYTOXAN LYOPHILIZED 100MG	4.50D	07/01/1998	12/31/2002	4.500
00072140015 o		CYTOXAN LYOPHILIZED 1GM	2.000	07/01/1998	12/31/2002	2,000
00072140050 o	054641	CYTOXAN LYOPHILIZED 200MG	8.000	03/19/1999	12/31/2002	8.000
00072145015 o	054941	CYTOXAN LYOPHILIZED 2GM	2.500	07/01/1998	12/31/2002	2.500
00072145050	026010	DOVONEX CREAM 100G TUBE	16.000	11/02/1998	12/31/2002	16.000
5306220	254010	DOVONEX OINT .005% 100G	135.110 135.110	01/01/2002	12/31/2002	135.110
5306120	606314	GLUCOPHAGE XR 500MG 500 B	286.840	01/01/2002	12/31/2002	135.110
00015309520	773199	MAXIPIME 500MG 15ML VIAL	6.400	01/01/2002	12/31/2002	288,840
00015308420 o	059608	MEGACE TAB 40MG 250S BTI	77.000	01/01/1999	12/31/2002	6.400
00072810015 o	059609	MEGACE TAB 40MG 500S RTI	140.000	07/01/1998	12/31/2002	77.000
00072810045 0	356302	MESNEX 1GM MULTIDOSE VIAI	120.000	07/01/1998 09/04/2002	12/31/2002	140,000
00072810060 o	356303	MESNEX MULTIDOSE 1G VI	1200,000	09/04/2002	12/31/2002	120.000
00072780015 o	335397	RUBEX 100 MG LYOPHILIZED	45,000	03/19/1999	12/31/2002	1200.000
				~VI   OI   0333	12/31/2002	<b>45.000</b>

	_	Contract
Cu	rrent WLP	Discount
\$	243.68	58.96%
\$	487.36	63.48%
\$	113:54	55.08%
\$	2,258.32	20.29%
\$	135.87	55.84%
\$	489.21	66.89%
\$	934.6D	14.40%
\$	1,354.92	12.17%
\$	60.54	68,62%
\$ .	107.97	78.14%
\$.	732.07	66.34%
\$	362.33	75.33%
. \$	107.29	72.22%
\$	343.46	1.25%
\$	1,030.41	1.25%
\$	114.50	1.25%
\$	399.93	13.17%
<b>∙\$</b>	199.98	13.18%
\$	157.72	84.15%
\$	487.01	75.36%
\$	1,461.00	75.36%
\$	146.10	75.36%
\$	1,037.31	94.22%
\$	532.30	94.36%
\$	109.19	94.50%
\$	163.79	94.51%
\$	17.81	15.33%
\$ \$	336.67	7.41%
ው ው	347.64	7.41%
\$ \$	685.78	7.41%
ъ *\$	24,18	7.40%
\$	44.16	7.40%
φ \$	16.20	7.41%
\$	32.17 30.05	7.40%
\$	58.29	7.42%
\$	95.41	7.41%
\$	95.41 95.41	6.54%
\$	83.40	6.54%
\$	6.68	6.55% 47.01%
\$	5.17	20.89%
<b>\$</b> .	26.30	
\$	39.18	46.77%
\$	33.89	16.85% 6.55%
\$	53.34	6.54%
\$	35.48	
\$	82.36	6.54% 6.54%
\$	915.15	
*	910.10	6.54%

		Contract
· Cur	rent WLP	
\$	82.36	6.549
\$	915.15	6:54%
<b>`\$</b>	97.73	6.35%
\$	82.36	6.54%
\$	2,314.28	11.79%
\$	200_24	6.26%
\$	235.59	11.78%
\$	208.25	11.78%
\$	312.95	4.76%
\$	73.06	5.67%
\$	74.43	6.54%
.\$	75.83	7.41%
\$	77.24	8.26%
\$	71.34	4.77%
\$	78.21	6.55%
\$ ·	716.38	4.76%
. \$	214.91	4.76%
\$	716.38	4.76%
\$	358.19	4.76%
\$	25,52	
. \$	61.39	6.55%
\$	25.52	6.54%
<b>4</b> .	61.39	6.55%
\$	15.69	0.00%
\$	131.28	0.09%
\$ .	638.15	0.00%
\$	75.28	0.00%
\$	365.98	0.00%
\$ \$	117.69	0.00%
\$	348.00	0.00%
\$ \$	11.48	0.00%
\$ \$	10.96	0.00%
\$	11.27	0.00%
.Ψ	8.74 11.11	0.00%
\$ \$		0.00%
\$	19:69 10:88	0.00%
\$	19.34	0.00% 0.00%
\$		
\$	15.28 14.28	0.00% 0.00%
\$	14.26	0.00%
\$	11.13	0.00%
\$	77.27	2.2.7.7
\$	11.87	0.00% 0.00%
\$	10.47	0.00%
\$	18.42	0.00%
*	(V.4Z	U.UU%

•	<del></del>	Contract
	rrent WLP	Discount
\$	30.53	0.00%
\$	64.95	0.00%
·\$·	324.73	0.00%
<b>.\$</b>	110.41	0.00%
\$	57.37	0.00%
\$	63.79	0.00%
\$	76.09	0.00%
\$	76.09	0.00%
\$	19.22	0.00%
\$	167.07	0.00%
\$	30.88	0.00%
\$	52.52	0.00%
\$	19.22	0.00%
\$	167.07	0.00%
\$	30,88	
\$		0.00%
\$	52.52	0.00%
\$ *\$	22.75	. 0.00%
	50.99	0.00%
\$	30.88	0.00%
\$	52.52	0.00%
\$	267.74	0.00%
\$	64.33	0.00%
\$	192.98	0.00%
\$	35.75	0.00%
\$	113.09	0.00%
\$	35.75	0.00%
\$	113.09	0.00%
\$	64.33	0.00%
\$	4.84	0.00%
\$	8.43	0.00%
\$	13.00	0.00%
\$	3.10	0.00%
\$	2 <del>4</del> .41	0.00%
\$	81.54	0.00%
\$	24.01	0.00%
\$	8.44	0.00%
\$	13.90	0.00%
\$	11.56	0.00%
\$	8.44	0.00%
\$	13.90	0.00%
\$	12.81	0.00%
\$	23.63	0.00%
\$	15.00	0.00%
\$	31.70	0.00%
\$	31.70	0.00%
\$	15.00	0.0%
\$	14.61	0.00%

	<u> </u>	
		Contract
Cun	rent WLP	Discount
\$	30.29	0.00%
\$	36.44	0.00%
\$	14.61	0.00%
\$	30.29	0.00%
\$	36,44	0:00%

				PR	EMIER CONTRACT
NDC#		DESCRIPTION	1/1/2003 Effective Date	Exp Date	Contract price
0015347630	347630	TAXOL 100MG INJ MULTIDOSE	01/01/2003	01/15/2003	
		TAXOL 300MG/50ML VIAL	01/01/2003	01/15/2003	
0015347530	347530	TAXOL 30MG INJ MULTIDOSE	01/01/2003	01/15/2003	\$ 36.00

EXTENSION - TAXOL					
1/16/2003 Effective Date	Exp Date		1/23/2003 Effective	T	
01/16/2003	01/22/2003	Contract price \$ 120,00	Date	Exp Date	Contract price
01/16/2003	01/22/2003			06/30/2003	10.00
01/16/2003	01/22/2003		01/23/2003	06/30/2003	

From:

Sent:

Michelle Barnard

Thursday, January 23, 2003 7:13 AM

To: Subject: Suzanne M Brauer [Fwd: Premier Price decrease]







Premier Price decrease

Premier\_BMS\_Taxolmichelle.barnard.vc \_pricing\_0123... f

oue,

We have received confirmation from Christof that we need to change the Taxol price for Premier. The attached file reflects the updated Taxol price.

Please have someone in your group make this change today if possible. If you could send me an email once the change is made, I will send confirmation to Christof, the Account Executive and the customer. I will copy you on the response to them.

Michelle

# BRISTOL-MYERS SQUIBB ONCOLOGY MHA BID

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\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$335.35	\$0.00	\$167.68	\$0.00	\$67.07	\$41.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0,00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0,00	\$0,00	\$0.00	MAC
\$51.00	\$11.25	\$75.00	\$7.50	\$10.50	\$37.50	\$165.00	\$165,00	\$82.50	\$82.50	\$33,00	\$19,00	\$246,40	\$246.40	\$123.20	\$36.00	\$36.00	\$45.00	\$25.00	\$290.00	\$155.00	\$155,00	\$96,00	\$48.00	\$54.00	\$30.00	\$24,00	\$290.00	\$145.00	\$45.00	\$25.00	ccPrice

BRISTOL-MYERS SQUIBB ONCOLOGY
MHA BID

#### CONFIDENTIAL



(MDC 0015 - 3404 - 20) (etoposide phosphate) for Injection

#### Launch Plan

Anticipated Launch: September/October 1995

#### **BRAND POSITIONING STATEMENT:**

Etopophos<sup>a</sup> (etoposide phosphate) for Injection is a water-soluble prodrug of etoposide which displays identical activity to the parent compound. The solubility of Etopophos in aqueous solutions provides distinct benefits over etoposide. Etopophos can be infused over as few as 5 minutes without causing hypotension and can be admixed in concentrations as high as 20 mg/mL. Etopophos represents a significant advance in the clinical and practical utility of podophyllotoxin derivatives.

"5/20"

(Five minute infusions/20 mg/mL concentration)

Larry J. Lunak September 6, 1995

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## **Executive Summary**

In 1983. Bristol-Myers introduced VePesid® (etoposide) for Injection to the oncology community. In the 10 years in which the brand enjoyed domestic exclusivity. VePesid grew to become the highest selling cytotoxic in the United States. The year 1993 marked the apex of VePesid injectable growth with net sales in excess of \$188 MM. With a strong clinical database and over a decade of experience, etoposide ranks as one of the most valuable agents available to today's clinicians in the fight against cancer.

The year 1987 saw the introduction of VePesid® (etoposide) capsules. Providing etoposide in a convenient oral form, VePesid capsules allowed clinicians to take advantage of a growing body of clinical data that, by 1990, suggested chronic, low dose exposure to etoposide provides a measurable benefit over traditional three day intravenous dosing. In 1993, VePesid capsules produced net sales of approximately \$20 MM. Fueled in part by the Medicare Cancer Coverage Improvement Act, 1994 net sales of VePesid Capsules grew over \$5 MM to \$25.6 MM -- a 27 percent growth over 1993.

Together, VePesid capsules and injectable reached total net sales of \$208 MM in 1993. Aside from setting the brand and divisional sales record in that year, 1993 also marked two very important changes in the VePesid Market — the introduction of three new VePesid vial sizes (150 mg, 500 mg, and 1 gram) and, more importantly, the loss of the compound's exclusivity protection on November 11, 1993.

Although actual generic competition did not become a reality until February 14 of 1994, it had been anticipated as early as November of 1993. In expectation of such competition. BMOD instituted an aggressive partnering program with individual hospitals and Group Purchasing Organizations (GPOs) to support continued brand loyalty in the face of generic competition. Through the seemingly tireless work of the Bristol Laboratories Oncology Products sales force, over 1,500 hospitals and nearly 70 percent of all oncologists' office practices enrolled in BMOD's VePesid programs.

As a result of generic competition, final net sales for VePesid for Injection fell to \$108.4 MM in 1994. Although at first glance this \$72 MM drop seems dramatic, the \$108.4 MM figure is quite respectable in light of market conditions. Facing nearly a full year of competition, the brand lost only 42 percent of its 1993 net sales. This loss was nearly evenly split between lost units (approximately 20 percent) and reduced net sales price (also approximately 20 percent). In addition, hospital groups having signed VePesid contracts

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during 1993 received as much as 1.2 months of VePesid during the last week of December. Contractees signed during 1994 also received equivalent amounts of free VePesid. As a result, net sales figures actually underestimate the amount of VePesid successfully channeled into the marketplace in 1994.

Despite its overwhelming acceptance by the oncology community, etoposide as a clinical compound has several drawbacks. The molecule has a very low water solubility and must be produced in a non-aqueous form for parenteral administration. To achieve a pharmaceutically elegant product, etoposide must be formulated with a variety of excipients (citric acid, ethanol, benzyl alcohol, modified polysorbate 80, and polyethylene glycol). As a consequence of its formulation, VePesid must be administered over 30 to 60 minutes to decrease the patient's risk of experiencing excipient-induced hypotension. As a result of etoposide's low water solubility, VePesid admixtures cannot exceed 0.2 to 0.4 mg/mL without running the risk of the product precipitating. Also, the excipients used in the manufacture of etoposide injection produce a physio/chemical reaction with acrylic and ABS polymers which precludes the product's use with many chemo safety devices.

Etopophos<sup>®</sup> (etoposide phosphate) for Injection eliminates many of these concerns. A phosphate ester of etoposide, Etopophos is readily water soluble. Being highly water soluble, Etopophos can be manufactured as a *lyophilized powder*, avoiding the use of the various excipients which impart many of the negative attributes of etoposide for injection. Thus, etoposide phosphate can be administered over as few as five minutes, can be admixed at concentrations as high as 20 mg/mL (compared to a maximum concentration of only 0.4 mg/mL for etoposide), and the formulation will not interact with acrylic and ABS polymers often used in chemotherapy admixture safety devices.

Etoposide phosphate is a *pro-drug* of etoposide. Upon parenteral administration, etoposide phosphate is rapidly and completely cleaved by circulating plasma phosphatases to yield etoposide. Thus, Etopophos eliminates the vast majority of etoposide's formulation drawbacks while still providing identical pharmacokinetic/pharmacodynamic properties.

Providing ecoposide in the form of a phosphate ester results in a larger molecular weight for the compound. In fact, etoposide's molecular weight is 13.6% higher than the parent compound. As a result, Etopophos will be presented in single-dose vials containing 113.6 mg of etoposide phosphate — a dose equivalent to 100 mg of etoposide. Since the drug becomes — for all practical purposes — etoposide once administered each vial will be treated by the admixing professional as a 100 mg vial of etoposide.

Exclusivity for the compound is assured through 2007. However, therapeutic substitution

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of VePesid® (etoposide) for Injection and its generic competitors will continue to negatively impact upon Etopophos. Etopophos' physio/chemical attributes will serve as powerful differentiating features which should favor brand selection. In fact, BMS market research has shown Etopophos can maintain a premium price in the etoposide market. However, it must be noted that this premium differential falls as the market price for generic etoposide falls.

The Etopophos New Drug Application (#20-457) was submitted to the FDA for consideration on June 28, 1994. During the Agency's 45-day filing meeting the application was deemed to be "fileable." In addition, since the Etopophos NDA does not go beyond indications currently existing for the parent compound, the Agency determined the application need not undergo review by the Oncology Drugs Advisory Committee (ODAC). Based upon these facts, the FDA's Division of Oncology Drug Products initially anticipated completing their review of the application by year end, 1994. However, this did not come to pass. Approval is now anticipated in an August to September 1995 timeframe.

Upon launch, positioning strategy will stress the clinical equivalency of Etopophos to etoposide. The advantages of the brand (i.e., the ability to administer over as few as five minutes, the ability to admix at concentrations up to 20 mg/mL without risking precipitation, etc.) will be emphasized to justify the brand's premium price. Lastly, the financial advantages of conversion from etoposide to Etopophos will be stressed.

Appendix I. outlines a comparison of Etopophos and etoposide. This comparison and the brand positioning statement appearing on the cover of this plan represent the main thrust of the positioning strategy.

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#### **Critical Issues**

The following are the Critical Issues facing the launch of Etopophos<sup>®</sup> (etoposide phosphate) for injection:

#### 1. Timing of FDA Approval of the Etopophos NDA

Critical to the success of Etopophos in 1995 is the timing of the FDA approval of the compound for commercial marketing. The Etopophos NDA was submitted on June 28, 1994 and was filed on August 27th. Under the "User Fee" guidelines now in place at the FDA, BMSO would expect approval — barring any unforeseen problems with the application — within one year of filing.

Dialog with the FDA initially indicated an accelerated schedule for approval could be anticipated. In fact, approval by the end of 1994 was a distinct possibility according to the Agency. However, that time frame did not come to pass and current projections show the drug's approval may be delayed until the end of the "User Fee" period — August 27, 1995.

Non-approval, or further delays to collect additional information at the Agency's request remain a possibility. Should FDA queries, audits, or other requests (e.g., labeling revisions) be of a more intense nature than currently expected, commercial approval of Etopophos could be delayed beyond August of 1995.

The impact of this delay upon the economic prospects of the brand is significant. Etoposide prices continued to fall in the marketplace with only one small generic competitor. The presence of a second generic, and the specter of an imminent third, can only accelerate price erosion. In February of 1995, the FDA approved a second company's — Pharmacia (Adria) — application to market etoposide for injection. A third competitor — Chiron — is expected to gain marketing approval in the second quarter of 1995. With as many as three generic competitors now anticipated prior to the approval of Etopophos, the eventual price commanded by the brand (even supporting a premium) will fall far short of initial expectations.

How can BMSO be best positioned to take advantage of an Etopophos approval in mid- to late-1995?

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#### Cannibalization of VePesid<sup>®</sup> (etoposide) for injection Business

It is anticipated that the availability of Etopophos will result in the cannibalization of a portion of the existing VcPesid and generic etoposide business. This is a logical assumption in light of the "saturated" etoposide market which has existed since the late 1980's. If correctly priced, the advantageous profile of Etopophos should result in a substantial shift in etoposide purchasing patterns toward Etopophos with the brand "cannibalizing" 25 to 30 percent of sales within the first 12 months.

How can BMSO best position Etopophos to cannibalize both VePesid injectable and regain share from its generic competitors?

#### 3. Pricing Concerns

The launch of Etopophos represents the introduction of a premium product into a saturated and increasingly price-sensitive market. Since the advent of generic competition, the VePesid® (etoposide) for injection average selling price has declined by over 33 percent (\$69 versus \$109 per 100 mg vial) as of May 1, 1995. Future erosion is expected in light of multiple etoposide approvals expected throughout 1995.

The Etopophos product profile is significantly superior to that of etoposide for injection and is expected to support as much as a 20 percent price premium over VePesid injectable and its generic competitor(s). Market Research indicates, however, that the amount of premium the market will bear diminishes as the generic price erodes. As a result, at anticipated levels of \$ 65.00/100 mg etoposide, Etopophos may support only a 10 to 15 percent premium. Once established, Etopophos may be able take advantage of the compound's superiority and maintain its pricing despite continued erosion of the VePesid/generic market.

In light of the delay in product approval and the expected rapid decline in market price due to multiple generic competitors, a decision may need to be made as to whether the brand is better served by attempting to be price competitive (with a premium) or to establish a higher price for the brand and allow it to fill a nichemarket where its advantages are best employed. Consideration of the latter option will become increasingly important if Agency approval is significantly delayed.

How can BMSO best implement a pricing strategy for Etopophos to ensure the brand maintains its introductory price in the face of further declines in market etoposide pricing and still maintain a market share of 30?

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#### 4. Physician Pricing Incentives

Currently, physician practices can take advantage of the growing disparity between VePesid's list price (and, subsequently, the Average Wholesale Price [AWP]) and the actual acquisition cost when obtaining reimbursement for etoposide purchases. If the acquisition price of Etopophos is close to the list price, the physicians' financial incentive for selecting the brand is largely diminished.

To provide adequate financial incentive for the use of Etopophos, the following strategies could be employed:

- Reduction of the VePesid AWP. Under this option, the list price and/or AWP for VePesid would be reduced from its current level to the highest bid price currently in the marketplace.
- Establish a premium list price for Etopophos (etoposide phosphate) for injection. A list price of \$120.54 would represent a 15% premium over the current VePesid (etoposide) for injection MD direct list price of \$104.82, while \$125.57 would represent 115% of the wholesale list price of \$109.19.

Volume based conversion discounts would be extended to:

- Physician Practices (through BMOTN)
- # Hospitals (through GPO Partnerships)
- Non-GPO Hospitals (through competitive bidding)
- All other channels of trade (also through competitive bidding)

How can BMSO best price and discount Evopophos to negate any financial disincentives when compared to current reimbursement levels for VePesid and the generic evoposides? How can such a program be instituted to result in an average selling price of \$75.00 per 100 mg equivalent Evopophos vial?

#### 5. Lack of Market-Driven Clinical Data

Upon launch, relatively little efficacy data will be available for Etopophos® (etoposide phosphate) for injection. This is not a great concern since the compound

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is quickly and completely converted to etoposide upon administration. Support of investigator-initiated Phase IV studies through the BMSO Clinical Research Grant (CRG) programs will be an important source of clinical information concerning the use of Etopophos upon launch.

How can BMSO best ensure a successful Clinical Research Grants program to support the use of Etopophos?

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#### **Marketing Objectives and Goals**

The overall objective for Etopophos is to achieve net sales of \$11.0MM and a Variable Product Contribution of \$4.99MM in 1995. Other supportive objectives and goals are as follows:

 Provide internal coordination to assure a smooth, timely, and effective launch of Etopophos<sup>®</sup> (etoposide phosphate) for injection within 15 days of FDA approval.

#### Goals:

- A. Within the confines of last minute changes in approved labelling, have all sales force promotional materials ready for printing upon approval.
- B. Within the confines of last minute changes in approved labelling, have all package components ready for processing upon approval.
- Provide the BLOP sales force with the proper education, training, and sales tools
  to successfully position Etopophos as the preferred etoposide for injection.

#### Goals:

- A. Working with the BMSOI Sales Training Department, develop a computer-based learning module to facilitate initial product training by June 1, 1995.
- B. Working with BMSOI Sales Training, provide completed computer-based training module to sales force within five working days of final approval.
- C. As the timing of final approval is unlikely to conform to scheduled BMSOl POA periods, produce a "Video Launch" package which can be implemented in a single day meeting by each District Business Manager.
- Provide completed Video Launch Package to DBMs within 10 working days of final product approval.
- Support Phase IV/Post-marketing Clinical Research Grants to establish and expand the scientific database concerning the use of Etopophos.

Goal: Initiate two CRG trials to establish the feasibility of:

- 1) Rapid administration, and
- 2) admixing high concentrations of Etopophos

within three months of product approval.

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 Institute a pricing strategy to deliver an Etopophos ASP (average selling price) of \$75.00 or higher per 100 mg vial by year's end.

#### Goals:

- A. Develop a price-sensitive plan for incorporating Network Dollars to drive Eropophos sales in the physician office through BMOTN by June 1, 1995.
- B. Work with BMOTN to convert 30 percent of etoposide purchases to Etopophos within six months of product launch.
- C. Develop a price-sensitive plan for incenting sales of Etopophos through GPOs and independent hospitals by June 1, 1995.
- D. Sign contracts with 5 major independent hospitals and 10 of the top 15 GPOs within three months of Etopophos launch.

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#### Marketing Strategy and Key Messages

NOTE: The following strategy reflects a price/penetration approach to the introduction of Etopophos in the etoposide marketplace. Should the market generic etoposide price fall below \$50.00 per 100 mg, a niche strategy emphasizing premium pricing over market penetration would replace the strategy outlined below.

#### A. Etopophos Positioning Statement

To optimally position Etopophos, this Positioning Statement will be employed:

Etopophos® (etoposide phosphate) for Injection is a water-soluble prodrug of etoposide which displays identical activity to the parent compound. The solubility of Etopophos in aqueous solutions provides distinct benefits over etoposide. Etopophos can be infused over as few as 5 minutes without causing hypotension and can be admixed in concentrations as high as 20 mg/ml. Etopophos represents a significant advance in the clinical and practical utility of podophyllotoxin derivatives.

#### B. Strategy and Key Selling Points

There are three primary elements to the Etopophos launch strategy:

- 1. Stress the clinical equivalency of Etopophos to etoposide (\*Etopophos is etoposide\*). Special emphasis will be placed upon conveying an understanding of the 113.6 mg to 100 mg dosing ratio.
- Once clinical equivalency has been established, the product's unique attributes will be stressed:
  - Etopophos can be administered over as few as five minutes without the risk of vehicle-induced hypotension
  - Etopophos can be admixed at concentrations as high as 20 mg/ml.
     without the risk (and waste) of precipitation

Special emphasis will be placed upon how these attributes can positively impact upon work flow within the physician's practice, or with the transplant setting.

3. Finally, the BLOP sales representative will demonstrate the financial aspects of conversion form etoposide to Etopophos.

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#### **Marketing Tactics**

#### A. Establish brand name and presence

Without the use of traditional "reminder" items (pens, pads, etc.), the name and availability of Etopophos will be stressed through personal selling and a physician subscription program to Current Opinions in Oncology.

#### B. Provide additional clinical data as they become available

Upon faunch, the body of clinical data will be fairly sparse. As time goes by, additional studies, many sponsored through the BMSO Clinical Research Grants program, will be published. The sales force will be advised when such studies are published and selected studies will appear as POA pieces (both "leaver" and medical request materials as appropriate.)

#### C. Launch/Training Materials

	Timing
Introductory Journal Advertisement	3Q95
OPC Detail Folder	3Q95
■ Budman Reprint Carrier (5 minute bolus study)	3Q95
■ File Card	3Q95
Self Sheet	3Q95
■ Product clinical/pharmacology monograph	3095
■ Formulary Guide	3Q95
■ Administration Guide	3Q95
■ Launch sales videos, role play & objections	3Q <del>9</del> 5
Direct Mail - Intro. Etopophos to MD, Pharm, and RN audiences	3Q95
■ Direct Mail - Follow-up mailings to above	3Q95
■ MD Investigator Video for Launch Meeting	3Q95
Sales force Launch Premiums	3Q95
Physician Journal Subscription Program	3095(on-going)

#### D. Subsequent POA

■ Bone Marrow Transplant Monograph	POA 1 96
■ Investigators' Roundtable - Audiotape/Monograph	POA 1 96
Nurses' Video In-service	POA 1 96
■ Nurse Roundtable/Monograph	POA II 96
■ Economic Analysis Monograph	POA II 96
Constant of the ball the state of the state	

Supplemental Clinical Reprints as appropriate studies are published

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#### E. Sales Force Training

The training of the Bristol Laboratories Oncology Products sales force will occur as outlined in the Time and Events Schedule (Appendix V).

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#### **Profit & Loss**

### BMS ONCOLOGY / IMMUNOLOGY 1993 BUDGET STATEMENT OF PRODUCT CONTRIBUTION ETOPOPHOS

3 000ra)	1777 to						1777 A		Varia MA va	
) + Unformation		3.55							_ 777	<del>"'</del>
Cross Salas	18,325	ŀ		l	13,346	HA				71
Sales Dudantiens	774			i 1	(17.0)	HA		\		ж.
Not Soles	17,449	100		HA	17,449	- MA				- H.
Corp of Sales	443	26.3		NA	[4603)	HA		HA		N,
Orem Margia	11.017	73.5		HA	12,317	MA		7IA		H
Distribution	157	2.0		HA	OM)	NA		HA		M.
Advertidag/Proposing	1,781	9.7	4	NA.	(1.433)	(>124.5)		NA.	(49)	H,
Citates Plans IV & Y	16	L D	14	NA	(149)	(>134.6)	~-	HA	09	11
Co-Promiss/Co-Hardwing	250	1.4		HA	(256)	HA		HA		H,
Total Direct Expenses	1,471	[4.3	44	NA	(2,340)	(>ULE		MA	(E)	79.
Sales Form Direct	2.200	11.5		NA	(2,000)	HA		MA		н
Verlahlt		<del> </del>		<del>  </del>	<del>                                     </del>	<del>  </del> }				<b></b>
Product Coastillation	1.343	47.6	( <b>EE</b> )	MA.	1,427	>196.0		HA	(62)	N.

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Note: John Beecham's budget (dated February, 1995) assumes an earlier launch than will be realized. Gross sales of \$ 11.0 MM with a variable Product Committee of \$ 4.99 MM are now anticipated.

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#### **POA Plans**

POA	MATERIALS	INITIATE DEVELOPMENT
III 1995	Launch Materials	Currently under development
I 19 <b>96</b>	BMT Roundtable	August, 1995
I 1996	In-service Video for office-based nurses	August, 1995
I 1996	Investigator's Roundtable Audiotape/Monograph	August, 1996
II 1996	Nurse Users' Roundtable Monograph	December, 1996
II 19 <del>96</del>	Economic Analysis Mono Outpatient etoposide versa Etopophos®	~ .

Clinical reprint carriers, with and without physician commentary, will be developed as appropriate studies are published.

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#### Appendix I. VePesid® Versus Etopophos®

VePesid (etoposide) for Injection

Etopophos (etoposide phosphate) for Injection

100 mg; 150 mg; 500 mg; 1 gram vials 100 mg vial (1 gram, 500 mg to follow)

Multi-dose vials

Single-dose vial (no preservatives)

50 mg capsules

No capsule at this time (bioavailability?)

Exclusivity lost November 1993

Exclusivity through 2007

Insoluble in water

WATER SOLUBLE

0.2 to 0.4 mg/mL concentration

to avoid precipitation

0.1 to 20 mg/mL concentration without precipitation concerns

Non-aqueous formulation

Lyophilized powder

Myriad of excipients due to water

insolubility\*

Few excipients (dexuran 40)

Infuse over 30 to 60 minutes

to avoid hypotension

CAN INFUSE OVER 5 MINUTES WITHOUT CAUSING HYPOTENSION

Stability: 28 days once entered

Stability: 2 days once entered [48 hours at room temp]

Large volume required for continuous

infusions

WIDE RANGE OF ADMINISTRATION **CONCENTRATIONS** 

Shelf stable

Refrigerate prior to use

Plastic devices made of ABS polymers or acrylic can crack and leak when exposed to undiluted VePesid

NO KNOWN INTERACTIONS WITH EITHER ACRYLIC OR ABS **POLYMERS** 

113.6 MG ETOPOPHOS = 100 MG VePesid

\* critic end; berryl slothol; monified polysortem 80; polystylem glycel

15

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#### Appendix II Sales Projections

Calculating anticipated sales of Etopophos<sup>®</sup> (etoposide phosphate) for injection within the injectable etoposide market is a complicated exercise due to the emerging complexity and resultant uncertainty of the market. The market reached a level of relative stability in the early 1990's owing to the exclusive stants of VePesid<sup>®</sup> (etoposide) for injection, the brand's single presentation, and overall market saturation.

The situation changed dramatically in 1993 with the anticipated emergence of a generic etoposide product. In the third quarter, BMOD introduced the first line extension in VePesid injectable's 10 year history — the 150 mg vial. Approval of the 500 mg and 1 gram vials increased the injectable VePesid family to a total of four presentations in the fourth quarter. Acceptance of the new vial sizes was dramatic, particularly in the physician office market where the 1 gram vial grew to represent over 50 percent of the total equivalents sold by June of 1994. One gram vial sales to the hospital market segment trailed those seen in the physician market although encouraging gains were seen as the year progressed.

On February 14, 1994, Gensia Laboratories of San Diego, California received FDA approval of their generic etoposide for injection. Gensia entered the market with two presentations — 100 mg and 500 mg vials — packaged in a unique "Onco-seal" package designed to contain any inadvertent spills due to breakage during shipment and handling.

Aggressive marketing and discounting on behalf of Gensia and their distributors in both the physician and hospital markets resulted in an erosion in total VePesid injectable net sales. 1994 net sales of VePesid injectable declined 42 percent from 1993 (\$108.4 MM versus \$188 MM, respectively). Upon closer examination, this decline was the result of losses in both VePesid units (=20 percent) and price (=20 percent).

With the February 1995 approval of Pharmacia's etoposide and the expected 2nd quarter 1995 approval of Chiron's product, further erosion in market price and BMSO share are inevitable. Much depends upon the timing of Pharmacia's and Chiron's availability and their respective pricing strategies.

The launch of Empophos will certainly add another quantum level of diversity and complexity to the etoposide market. Based upon the brand's aforementioned attributes, BMSOI anticipates a \$1.9 share of the etoposide equivalents for Empophos at the end of 12 months on the market. The following table projects share and net sales based upon an average selling price (ASP) of \$75.00, two generic competitors and a market generic etoposide price of \$65.00 per 100 mg vial..

16

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#### Appendix II, Table . Etopophos Sales Projections

				Net	Market	:Mon	thly
Eq	ui <b>v≥l</b> ents	Vials		Sales	Share	5p	read
Jul	0	0		0	0	0	
Aug	4.368.3	300	43,683	\$3.270	5,255	33.7%	10.00%
Sep	961,	026	9,610	\$720	770	7.4%	2.20%
Oct	2,358,	382	23,589	\$1,769	9.175	18.2%	5.40%
Nov	3.145.1	176	31.452	\$2,358	1,900	24.3%	7.20%
Dec	3.844	104	38.441	\$2,883	3.075	29.6%	8.80%
Jan	4,149,	885	41,499	\$3,112	2,425	32.0%	9.50%
Feb	4,193.5	568	41,936	\$3,145	5.200	32.3%	9.60%
Маг	4,892,4	196	48.925	\$3,669	9,375	37.7%	11.20%
Apr	4,543,	032	45,430	\$3,40	7_250	35.0%	10.40%
May	4,499	349	44,993	\$3,374	4.475	34.7%	10.30%
Jun	6,727.	182	67,272	\$5.045	5.400	51.9%	15.40%
	43,683	,000	436,830			28.1%	100.00%

1 Assumptions for Table 2:

1. Commercial Launch: No later than August 30, 1995

- 2. Total 1995 Parenteral Etoposide Market
  - 155,620,000 mgs of activity (equivalents)
  - 1,556.200 100 mg vials
- 3. Etopophos Average Selling Price: \$75.00/vial
- 4. Total Year Sales Percentages
  - VePesid Injection; 41.9 % (652,510 vials)
     Generic Etoposide: 30.0 % (466,860 vials)
     France hous: 28.1 % (436,830 vials)
  - Etopophos: 28.1 % (436.830 vials) 1,556,200 vials

			Year End
		Current	Etopophos
5.	Market divided as:	Etoposide	Penetration
	<ul> <li>Bone Marrow Transplant</li> </ul>	9.3 %	70 %
	<ul> <li>Non-BMT Hospital</li> </ul>	68.1 %	75 %
	<ul> <li>Physician Office</li> </ul>	22.6 %	54 %

6. Monthly sales spread will be similar to TAXOL® at launch.

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#### Appendix III

#### Advertising and Promotion

The 19945 Advertising and Promotion Budget for the launch of Etopophos\* (etoposide phosphate) for injection has been established at \$1,700,000.00

#### 1995 Launch Expenses:

#### Advertising

Intr	oducto	ry Journal Advertisement	
		Creative Development	\$ 20,000
	•	Ad Placemeni	\$275,000
		Updated Ad Development	\$ 20,000
			\$315,000
-			

#### Promotion

- Franches Land Davidson	£ 2.600
■ Etopophos Logo Development	\$ 2,500
OPC Detail Folder	\$ 15,000
■ Budman Reprint Carrier	\$ 30,000
# File Card	\$ 15,000
■ Sell Sheet 8.5 X 11" 4C	\$ 15,000
■ Product clinical/pharmacology monograph	\$ 65,000
Formulary Guide 7 X 10°, 2C	\$ 30,000
Administration Guide, 8.5 X 11", 12pps, 2C	\$ 25,000
Launch sales videos, role play & objections	\$ 87,000
Direct Mail - Intro program to MD, Pharm, RN	\$ 60,000
Audiences, MAILGRAM with OPC insert	
■ Direct Mail - Follow-up mailings to above	\$ 45,000
■ MD Investigator Video for Launch Meeting	\$ 30,000
■ Salesforce Launch Premiums	\$ 5,000
■ Physician Journal Subscription Program	\$225,000
,	\$649,500

#### Subsequent POAs

Investigators' Roundtables - conduct meeting produce audiotape/monograph package, distribute through Medical Services Request forms

18

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#### Appendix IV

#### **Etopophos Pricing Model**

Generic Etoposide 100mg: \$ 65.00

Direct to Wholesale

MD List List Price

VePesid 100 mg: -\$104.82 \$109.19 Etopophos 100 mg: \* \$120.54 \$125.57

The Etopophos List Price represents a 15% premium over VePesid

#### MID Market - BMOTN

Etopophos List Price: \$120.54
FLOOR Etopophos Bid Price: \$ 88.25
HIGEST Network \$ % 15.00%
(HIGHEST Network \$) (\$ 13.24)
FLOOR NET PRICE/100 mg: \$ 75.01

BMSO Reps will negotiate any combination of bid (as low as \$88.25) and Network Dollars (as high as 15%). The resulting net price can be no lower than \$75.01.

#### GPO and Independent Hospital Contracts

List Etopophos Price: \$125.57

Bid Etopophos Price: \$ 93.50 (24 % off of list)

Generic Etoposide Price: \$ 65.00

Volume based discounts: Based on percent of total etoposide units purchased as

Etopophos versus 1994 baseline etoposide usage (BMS and
generics) for the equivalent quarter

	% Rebate	Net Etopophos Cost	Premium over
% Etopophos	off \$93.50	per 100 mg equivalent	gen. Etoposide
0 to 25 %	0.00%	\$93.50	43.80%
26 to 50 %	7.50%	\$86,50	33.10%
51 to 75 %	15.00%	\$79.50	22.30%
75 to 100 %	27.00%	\$68.25	05.00%

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Appendix V

#### Launch Plans:

#### Time and Events Schedule

Days Post Approval	Action Item
5	Computer-based training (CBT) module distributed to Reps
5 - 10	Representatives complete CBT (half-day required)
10	Video Launch Package distributed to Reps
10 - 15	Representatives review Launch Video (2 hours required)
15	Sales Promotion begins with Launch Material*
15	Product available / Trade Stocking / Orders processed
Managers Meeting	DBM Training
POAIII	Official Etopophos Launch

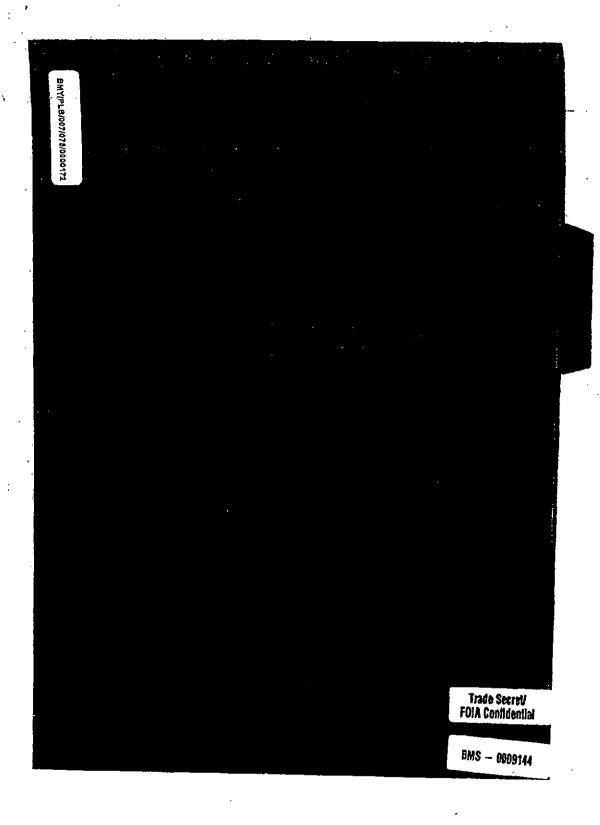
 OPC/Sales Aid available on day 15 with availability of other materials based on FDA approval.

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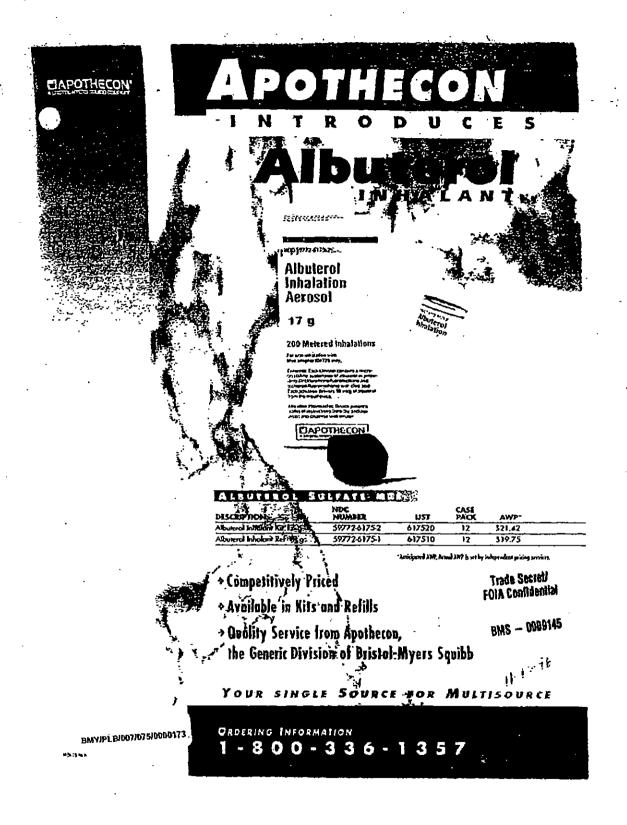
### EXHIBIT 39



HIGHLY CONFIDENTIAL



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	7		Reply Separ	rator	•
Subject: Author: Date:	Re: Albuter Jonathan A 8/22/96 11:	zalk at "p	GRSH13P		
Au)	ilda:	-			
Due thi	to competing of	tive pressu of August.	re, ve have	had to reduce our price	ing since
The XP	e cc Hail pr spectively a	ces of \$10	2.00 and 9.2	0 for the kit and refi	1
Pl	ease let me :	know if you	have any a	additional questions.	
7h	anko,				
Jo	מ				
			Reply Sepa	arator	
Subject Author: Date:	: Albuterol Avilda H S 8/22/96 9:	errano at ' 38 AH			
Jo	n,				
#i				Special Offer prices on ker and Mark Durand appe Offer prices in the co	
i.	e.:				
				Wholesale Special Offer	
	Memo:	Albuterol	6175-10 6175-20	\$12.25 \$10.05	
VS	: <b>.</b>				
	cc:mail:	Albuterol	6175-10 6175-20	\$10.00 \$ 9.20	
1.0	Special Offe they are in	r is being correct pl	created to ease let me	reflect the prices on the know so we can make the	the "Hemo", a adjustments
T):	sank you,				
Au	ilda				

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# \*ALBUTEROL INHALENT

		des prime
	WHOLESALE 5.0.	\$12.25
	WHOLESALE ANTICIPATED WHOLESALE LIST PRICE AWF. 5.0,	\$21,42 \$19.75
	WHOLESALE LIST PRICE	\$17.14 \$15.80
	DERECT LIST PRICE	o 518.04 ; \$16,63
	11211	617518 <sup>7.2</sup> 617520/C
	NOC /	\$977.6175.4'c <sup>2</sup> , 617518'20; \$18.04 \$9772.6175.4'   617526 <sub>1</sub> O; \$16.63
المنووريون والمرازي بمساوي ويستسوره والمراز	DESCRIPTION	Albuterol inhalent kit 170 albuterol inhalent rep 175 $\nu^{\ell_{\rm c}}$

\* Anticipend AWP-Actual AWP's are see independently by priving publishers such as First Data Bank and Rockbook.

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#### Memoranowii

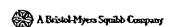
#### DAPOTHECON

D. Kasznba August 1, 1996 Date J. Zalk M. Campion From: CC: N. DiMaio Albuterol Pricing F. Hamer S. Tarriff Denise, Attached please find all necessary pricing information for Apotheron's albuterol. Effective immediately, please add albuterol to all wholesale pricing levels as the special offer prices shown. Thank you for your assistance in this matter. Approved: Nick DiMaio Date · Approved: Scott Tairiff Date

> Trade Secreti FOIA Confidential

BMY/PLB/007/075/0000176

JZ



BMS - 0009150

### **FACSIMILE**

FROM: Jonathan Zalk

Apothecon, Bristol-Myers Squibb Co. (609) 897-2444

FAX: (609) 897-6349

No. of Pages (incl. coversheet)

Trade Secrell FOIA Confidential

BMY/PLB/007/075/0000177

BMS - 0809151

Author: Awilda M Serrano at "PCRSH36P Date: 8/16/96 10:31 AM Priority: Normal Receipt Requested
TO: Janet H Griffith at "PGRCBOIP CC: Denise M Kaszuba at "PGRSH34P Subject: Special Offers

---- Hessage Contents

Janet, .

Denise has asked that in her absence I communicate the following to you: Please add the following List Nos to Special Offer 300:

Item No.

617510 617520

Also add the following list nos. and list prices to Special Offer 299:

Item no. Price 617510 \$18.94 617520 \$17.46

This should be effective immediately.

Thank you

Awilda

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BMS - 0009152

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BMSAWP/0000582

HIGHLY CONFIDENTIAL

#### Memorandum

#### DAPOTHECON

S. Barker

Albuterol Wholesale Pricing

Dale:

August 1, 1996

From:

J. Zalk

C.C.

L. Dang

M. Campion N. DiMajo

M. Durand

F. Hamer

S. Tarriff

RECOMMENDATION: It is recommended that the attached wholesale list prices be established for Apothecon's albuterol.

BACKGROUND: To accomplish a rapid market introduction of albuterol, wholesale list prices must be established. These wholesale prices do not reflect acrual selling prices, as albuterol will be sold primarily at contract of special offer pricing. Apothecon's wholesale special offer pricing for albuterol matches Warrick and Zenith, the two albuterol market leaders.

ACTION: Please approve the attached wholesale list prices for Apothecon's albuterol.

APPROVED:

APPROVED:

APPROVED:

ME Computer 3/1/1/2.
Mary Ellen Clampion Da

APPROVED:

APPROVED:

Date

APPROVED:

JZ

Attachment

BMS - 0009153

BMY/PLB/007/075/0000179

A Bristol-Myers Squibb Сотропу

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BMSAWP/0000583

## ALBUTEROL INHALENT

· · · · · · · · · · · · · · · · · · ·	*	<u></u> j
WHOLESAL S.O.	\$12,25	
WHOLESALE ANTICIPATED WHOLESALE LIST PRICE AWP' 5.0.	\$21.42	
WHOLESALE LIST PRICE	\$17,14 \$15,80	
DIRECT LIST PRICE	\$16.63	
LIST /	617510	
NDC#	59772-6175-1	
PESCENITION	ALBUTEROL INHALENT RIP 17G	

\* Anticipated AWP-Actual AWP's are ret independently by pricing publishers such as First Data Bank and Redbook,

May Brather for the

1916000 - SWB

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MY/PLB/007/075/on

Author: Jonathan A 2alk at "PGRSH13P
Date: 8/22/96 11:27 AM
Priority: Normal
CC: Denise M Kaszuba at "PGRSH34P
TO: Awilda H Serrano at "PGRSH36P
CC: Micholae Dimaio
CC: George Stevenson at "PGRSH12P
Subject: Re: Albuterol Hessage Contents

Awilda:

Due to competitive pressure, we have had to reduce our pricing since the beginning of August.

The cc Hail prices of \$10.00 and 9.20 for the kit and refill respectively are correct.

Please let me know if you have any additional questions.

Thanks,

B/22/96 9:38 AK

Jon

Subject: Albuterol
Author: Awilda H Serrano at PCRSH36P

Jon,

Date:

There is a discrepancy between the Special Offer prices on the August 1, 1996 signed-off memo (where Sam Barker and Hark Durand appear to have signed off 8-15-96) and the Special Offer prices in the commall Deniso received.

i.e.:

Wholesale Special Offer Hemo: Albuterol 6175-10 \$12.25 6175-20 \$10.05

vs.

CC:Mail: Albuterol 6175-10 \$10.00 \$19.20 \$ 9.20

A Special Offer is being created to reflect the prices on the "Memo", if they are incorrect please let me know so we can make the adjustments necessary.

Thank you,

λ⊎ilda

BMS - 0008155

BMY/PLB/007/075/0000181

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BMSAWP/0000585

# ALBUTEROL INHALANT

DESCRIPTION	NDC#	LIST	DIRECT LIST PRICE	WHOLESALE LIST PRICE	ANTICIPATED	WIOLESALE 8.0.
ALBUTEROL INHALANT KIT 179 ALBUTEROL INHALANT REF 179	5977 <b>2-</b> 6175-2 5977 <b>2-</b> 6175-1	617520 617510	\$18.04	\$17.14	\$21.42	\$8,31 \$7,70

\* Aniaipsted AWF-Accust AWP's are see independently by princing publishers such as First Data Buck and Recibeok.

BMS - 0009

Trade Secret/

Trad

BMY/PLB/007/078/0000182

Author: Jonathan A Zalk at TPGRSH13P Date: 8/22/96 4:47 PH Priority: Orgent CC: Depise H Kaszuba at PCRSH34P CC: Nicholas Dimaio CC: George Stevenson at PGRSH12P TO: Awilda N Serrano at PGRSH36P Subject: Re[4]: Albuterol ------ Hessage Contents --Avilda/Denise: Due to additional market pressure, we have had to lower our albuterol wholesale pricing once again as follows: NDC Description 59772-6175-2 6175-20 Albuterol 17g Kit 8.31 59772-6175-1 6175-1D Albuterol 17g Refill 7.70 PLEASE NOTE THE CHANGE IN NDC AND LIST NUMBERS. The NDC's and list #'s were originally reversed (i.e. the refill's NDC and List #'s were actually those of the kit and vice versa). Attached is an updated worksheet with all wholesale pricing. Please let me know if you have any questions. Thanks, Jon Subject: Re[3]: Albuterol
Author: Avilda H Serrano at PGRSM36P
Date: 8/22/96 2:22 PM Jon, Please disregard my previous message. I just need any price changes to the Wholesale and/or Direct List Prices, if any. I apologize for the confusion. Thank you, Awllda Reply Separator Subject: Re[2]: Albuterol
Author: Avilda M Serrano at PGRSM36P
Date: 8/22/96 12:06 PM Jon, Does this mean that the Wholesale and Direct list prices have also changed? The Retail Special Offer price is calculated based on the Direct Price. Please let me know. Thank you, ANILDA BMS - 0009157 BMY/PLB/007/075/0000183 Trade Secreti FOTA Confidential

BMSAWP/0000587